

Central Coast Local Contractors
Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	5	100%	5	100%	5	100%
CHANNELS						
Colleges and Universities	2	40%	2	40%	2	40%
Community Based Organizations	4	80%	4	80%	4	80%
Community Clinic	0	0%	1	20%	1	10%
Community Youth Organizations	1	20%	1	20%	1	20%
Faith/Church Sites	1	20%	2	40%	2	30%
Farmers' Markets	3	60%	5	100%	4	80%
Food Closets	3	60%	3	60%	3	60%
Grocery Stores	1	20%	3	60%	2	40%
Healthcare Facilities	0	0%	1	20%	1	10%
Healthy/Head Start	1	20%	1	20%	1	20%
Internet	4	80%	4	80%	4	80%
Parks, Recreation Centers	2	40%	3	60%	3	50%
Preschools	2	40%	1	20%	2	30%
Print Media	4	80%	2	40%	3	60%
Public Health Department	3	60%	4	80%	4	70%
Radio	3	60%	2	40%	3	50%
Restaurants	0	0%	1	20%	1	10%
Schools	4	80%	3	60%	4	70%
Senior Centers	1	20%	1	20%	1	20%
Soup Kitchens	1	20%	2	40%	2	30%
Television	4	80%	1	20%	3	50%
Tribal Organizations	0	0%	0	0%	0	0%
WIC Sites	1	20%	0	0%	1	10%
Worksites	1	20%	1	20%	1	20%
Other	3	60%	4	80%	4	70%
LOCAL TOTALS						

Central Coast Local Contractors
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	5		5			
TV						
paid TV ads	0	0	1	165,000	1	165,000
free TV ads	0	0	0	0	0	0
Radio						
paid radio ads	0	0	0	0	0	0
free radio ads	0	0	0	0	0	0
Print						
paid ads placed	6	71,000	1	1,296,000	7	1,367,000
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
free print ads on kiosks or posters	1	0	2	11,000	3	11,000
LOCAL TOTALS	7	71,000	4	1,472,000	11	1,543,000

Consumer Impressions may be duplicated counts

Central Coast Local Contractors
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	5		5			
TV						
# Agencies that submitted media alerts or tip sheets to TV	3	n/c	2	n/c	5	n/c
# Media alerts or tip sheets submitted	19	n/c	7	n/c	26	n/c
# Agencies that submitted press releases	3	n/c	2	n/c	5	n/c
# press releases submitted	7	n/c	5	n/c	12	n/c
TV stories aired from releases	5	n/c	5	n/c	10	n/c
Total TV interviews conducted	8	n/c	4	n/c	12	n/c
TV stories from interviews	6	n/c	4	n/c	10	n/c
Total number of TV inputs	51	n/c	29	n/c	80	n/c
Radio						
# Agencies that submitted media alerts or tip sheets to radio	2	n/c	2	n/c	4	n/c
# Media alerts or tip sheets submitted	9	n/c	7	n/c	16	n/c
# Agencies that submitted press releases	2	n/c	2	n/c	4	n/c
# Press releases submitted to radio	3	n/c	7	n/c	10	n/c
Radio Stories from releases	1	n/c	4	n/c	5	n/c
Total # radio interviews conducted	5	n/c	3	n/c	8	n/c
Total # radio interviews aired	5	n/c	3	n/c	8	n/c
Total number of radio inputs	27	n/c	28	n/c	55	n/c
Print						
# Agencies that submitted media alerts or tip sheets to newspaper	3	n/c	3	n/c	6	n/c
# Media alerts or tip sheets submitted	11	n/c	12	n/c	23	n/c
# Agencies that submitted press releases	3	n/c	3	n/c	6	n/c
# Press releases submitted to print	11	n/c	9	n/c	20	n/c
Total print stories printed	8	n/c	9	n/c	17	n/c
Interviews with print outlets	4	n/c	5	n/c	9	n/c
Print Stories from interviews	5	n/c	5	n/c	10	n/c
Total number of print inputs	45	n/c	46	n/c	91	n/c
LOCAL TOTALS	123	n/c	103	n/c	226	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Central Coast Local Contractors
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	5		5			
# Feature Articles Submitted	3	n/c	0	n/c	3	n/c
Total Feature Stories Run	3	n/c	0	n/c	3	n/c
# Letters to Editor Submitted	2	n/c	0	n/c	2	n/c
Total Letters to the Editor Run	0	n/c	0	n/c	0	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	8	n/c	0	n/c	8	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Central Coast Local Contractors
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

[illegible]

Central Coast Local Contractors
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
LOCAL CONTRACTS	5		5			
Classes and Trainings						
# nut ed classes conducted	2,965	95,234	2,229	78,122	5,194	173,356
# provider training classes	551	4,666	107	5,500	658	10,166
# pa-nut class	2	620	83	2,400	85	3,020
# "other" classes	61	915	19	30,262	80	31,177
Total Classes and Trainings	3,579	101,435	2,438	116,284	6,017	217,719

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

Central Coast Local Contractors
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals			
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	5	5				
Materials Distributed						
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	1,050	n/c	20	n/c	1,070	n/c
# Other Program promotional item previously developed	16,218	n/c	15,563	n/c	31,781	n/c
# Other Program flyers, newsletters previously developed	5,500	n/c	12,935	n/c	18,435	n/c
# Other Program other types of materials previously developed	1,963	n/c	15,002	n/c	16,965	n/c
Total Other Nutrition Materials, Non-Network Produced	24,731	n/c	43,520	n/c	68,251	n/c
n/c = not collected						
Reach of Network Personal Sales Activities for Locals on the following page						
Consumer Impressions may be duplicated counts						

Central Coast Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	5	100%	5	100%	5	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	2	40%	3	60%	3	50%
Developed partnerships to work towards environmental change	5	100%	4	80%	5	90%
Developed, maintained school or community garden	3	60%	4	80%	4	70%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	0	0%	0	0%	0	0%
Improved food choices at functions	4	80%	5	100%	5	90%
Improved food choices in cafeteria	4	80%	3	60%	4	70%
Increased daily nutrition announcements	4	80%	4	80%	4	80%
Increased lighting, paths, times to promote biking and walking	0	0%	1	20%	1	10%
Initiated/Implemented salad bar program	4	80%	2	40%	3	60%
Limited access to high fat milk products	2	40%	2	40%	2	40%
Limited access to junk food	4	80%	4	80%	4	80%
Limited access to soda	4	80%	4	80%	4	80%
Made healthy snack carts available	0	0%	2	40%	1	20%
Replaced vending machine choices with healthier foods	0	0%	4	80%	2	40%
Worked to improve transportation from markets	1	20%	0	0%	1	10%
LOCAL TOTALS						
Policy, Systems & Environment changes continue on the next page.						

